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Comments regarding Proceeding 04-233:

I am an active listener to KLOVE Christian Radio and have become aware of the captioned proceeding regarding broadcasters' responsibility to deliver programming relevant and responsive to their community's needs.

The proposals in this proceeding appear to me they will inflict additional and burdensome regulation upon all broadcasters. Many broadcasters will be unable to financially meet the requirements of these proposals and remain on the air. Advisory boards are one more source of regulation that will hinder effective programming by broadcasters. People in our country still have the right of free speech, and they exercise this right regularly and freely everyday—broadcasters hear from their listeners when they are not happy—just ask them..

My observation is that a free-market economy is alive and well in our country. As in the case of KLOVE and other listener supported stations, the will of the listeners and their financial support are a keen indicator of programming desires and “localism” in broadcasting. Even in a commercial for-profit broadcast setting, if a broadcaster is not meeting the needs of the community, they will be unable to sustain a viable listening audience.

Although your “Report on Broadcast Localism” states that more than 83,000 comments have been received regarding this issue, that is still less than .03% of the population of our country—hardly a mandate, or representative of all persons. In addition, this initiative began in 2003—after five years, I would suspect some of your data is now obsolete. It is disturbing that taxpayer dollars cannot be more efficiently utilized to gather data in a more effective manner.

PLEASE, let the market—the listeners, handle the dialogue with broadcasters regarding local programming and community needs—we have the vested interest here, not the government.

Thank you for your time.